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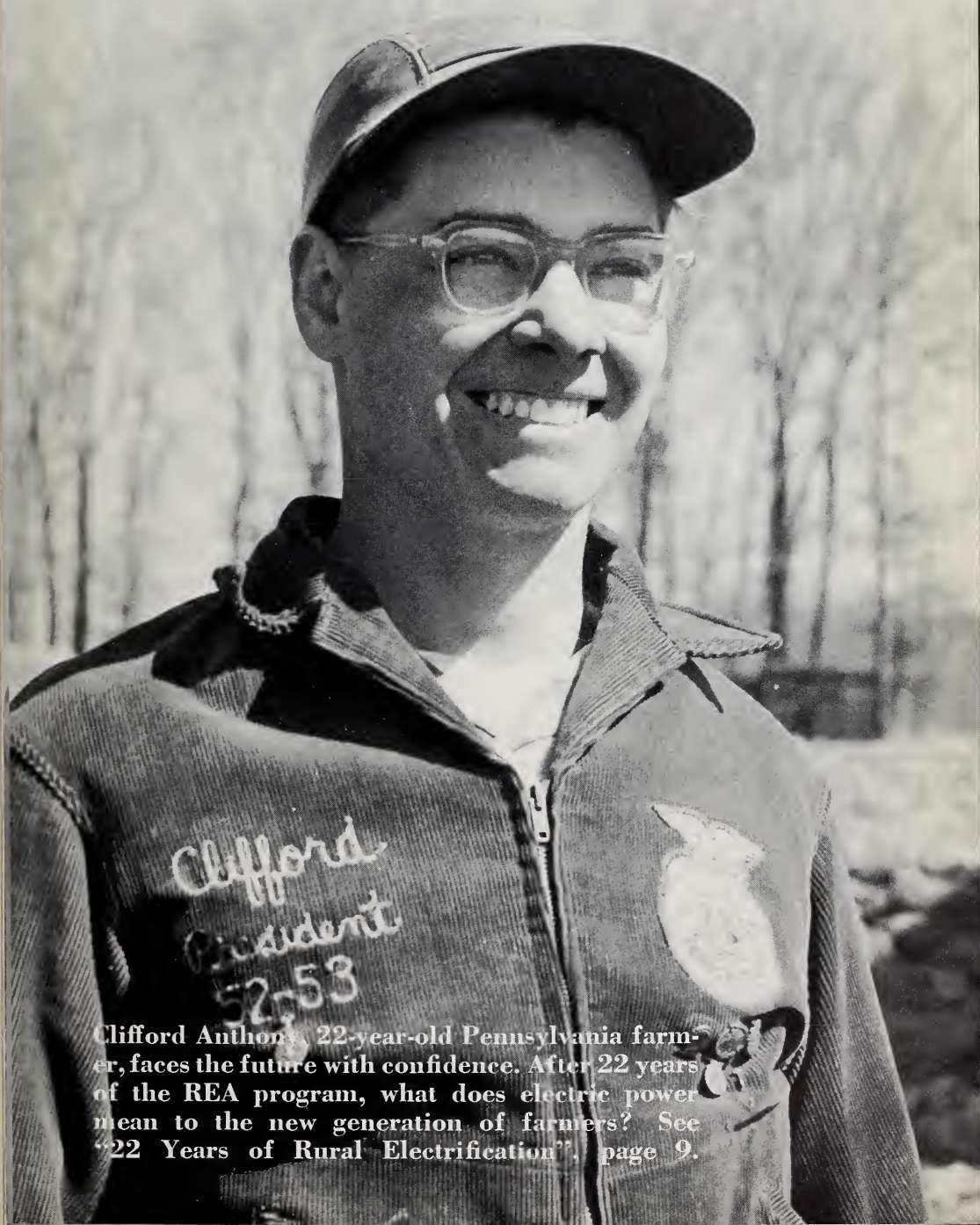
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# Rural Lines

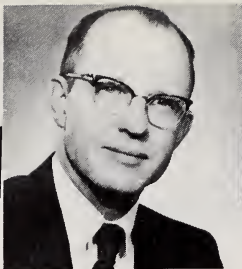
RURAL ELECTRIFICATION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE



MAY  
1957



Clifford Anthony, 22-year-old Pennsylvania farmer, faces the future with confidence. After 22 years of the REA program, what does electric power mean to the new generation of farmers? See "22 Years of Rural Electrification", page 9.



## *A Message from the*

# ADMINISTRATOR

**U**NTIL I became Administrator of REA last year I didn't realize how widespread is the acceptance of and respect for rural electric systems.

Occasionally there are misunderstandings, less frequently there are misrepresentations, but generally our acceptance is high. We should strive to keep it that way. The work that seems to be cut out for us, particularly our work as leaders and planners of area development, requires full support from members and non-members, country people and townspeople alike.

Editor William E. Murray of the *ILLINOIS RURAL ELECTRIC NEWS* has made what I believe is a fine suggestion to keep our public acceptance high. In a recent editorial he advocated that the rural electric systems combine resources to tell their story to the American public. "We will have nothing to fear when the people have the facts," he says, meaning fear from misunderstanding and misrepresentation.

This is sound and constructive thinking, and I am encouraged that many of our borrowers share Bill Murray's confidence in the American people. They realize that a positive program of public and member relations is as essential as physical maintenance of their systems.

Just recently I have attended several get-togethers arranged by cooperatives for local civic and business leaders. I came away with the feeling that such meetings serve well to build a foundation for mutual understanding and achievement between co-op and community.

If you have any reason to believe that your community relations are lagging, I would suggest that you waste no time or opportunity to tell your story to non-members. Their understanding and support is vital to our continued success—vital to our responsibility as planners for our rural areas.

*David G. Hamill*  
Administrator.

## **'Retirement' Has Meant A Full and Busy Life For This**

# **Master of All Trades**

**B**Y GENERAL agreement, it was a rare and wonderful day for the Lee County Electric Cooperative when E. E. (Pop) Timms retired from the Akron, Ohio, fire department and decided to settle in Fort Myers, Fla.

Just as soon as he located the co-op, Mr. Timms "unretired." Last year the co-op's pension plan retired him again but, as is Mr. Timms' custom, he has just kept right on working.

By invitation of the Board of Directors, Mr. Timms has a guarantee of a job at the cooperative just as long as he wants one. He can work whatever hours he wants to, when he wants to, and as long as he wants to.

It would seem to call for an extraordinary man to achieve such a unique status. Mr. Timms qualifies. A lean, sparse man with a smile-wrinkled face and bright blue eyes, he meets problems with a simple and direct approach that cuts through all the fog. He says: "I love work. I've always worked hard. The harder the job the better I like it."

What's his job with Lee County Co-op? Well, it would drive a literal-minded job classification expert to the psychiatrist's couch.

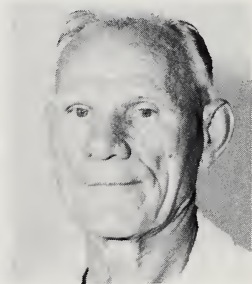
1) He is head of meter testing;  
2) he heads transformer testing;  
3) he heads up the credit department; 4) he is inspector of wiring, and 5) he walks in anywhere on

the system and takes over as trouble shooter.

But of all the jobs he handles, the meter appeals most to his orderly mind. "The electric meter", he says, "is a wonderful device, one of the best ever perfected. Out of a thousand tested, less than one percent will show any deviation. I've found that you can't test meters day after day and not learn something new.

"For instance, we had one meter that ran wild for no apparent reason. I tore it apart and put it together and tore it apart some more. Finally, I used a magnifying glass and located two tiny gear teeth that had been melted by lightning."

Mr. Timms built his meter tester from "half a pool table and some salvage from a discarded street car." The cost was far under that of



**E. E. Timms**

standard testing units.

When Lee County Co-op hired Mr. Timms as a meter tester, they felt that he ought to be brought up to date, so they enrolled him in the University of Florida's Short Course on Metering. After completing the course Mr. Timms had some suggestions both for his em-

ployers and the University officials. The result was that the next year Mr. Timms was made an instructor in the elementary course, a post he still holds after seven years. His classes have numbered as high as 300 students. His presentation this year is titled, "How To Test a Three-phase Meter With a Single-phase Tester." He thinks it will save rural electric cooperatives a lot of money.

His flight into the academic world did not disturb Mr. Timms' accustomed aplomb. He says that his own formal schooling stopped at the eighth grade, "but after all my first job was in a lamp factory making Edison carbon light bulbs. I had about seven more grades of education than Thomas A. Edison, and look what he accomplished."

Mr. Timms has no quarrel with "book education", but he deplors the tendency of engineering students to accept what the book says without testing the ideas themselves. He tells of an incident a few years ago that illustrates his point. A transformer manufacturer insisted that its product could not be the cause of blacking out all radio and TV reception in an area on the co-op's lines. Mr. Timms insisted otherwise.

When he located a faulty transformer he took a tape recorder to the site and started his show with these words: "This is E. E. Timms recording the noise broadcast by ——— transformer on the lines of the Lee County Cooperative". Then followed some minutes of recording of the offending noise. Mr. Timms hopped into his car, drove to the plant and played his recording to prove his contention to the manufacturer.

During his years with the Akron fire department Mr. Timms spent his spare time studying electricity, plumbing and carpentry. While he served with the fire department Mrs. Timms ran a coal yard, and in their spare time they built their own home. Mr. Timms laid all 22,000 bricks. His wife, who weighs in at barely 120 pounds, mixed all the mortar.

Co-op employees never cease to be amazed by Mr. Timms' activities. By some unrevealed method he finds out when a consumer is likely to be cut off for non-payment of bills. When the case merits it, Mr. Timms pays the bill and continues to pay until the family gets back on its feet.

The co-op's loan fund for employees needing money because of illness, accident or bad luck is rarely used. Mr. Timms is nearly always two jumps ahead and handles the loan himself. In fact, management has a suspicion that Mr. Timms' secret ambition is to buy the cooperative and show them how he thinks the business ought to be run.

In the course of his retirement, this versatile man has operated an electric appliance store, a seaplane base, a fleet of charter fishing boats, apartments and a large palm-fringed trailer court. His annual income is substantial, and he continues to work only for his love of the job, not the need of it.

Homer Welch, Jr., Lee County Co-op manager, says, "I don't know what we would do without him. In these days when technical people are so hard to find and keep, it's a small miracle to find a man like Mr. Timms who can do so many things and do them so well."

## Wisconsin Co-op Sponsors Junior Program That Builds Nucleus of

# Directors of the Future

**"I**T SURELY isn't all 'butter-milk' to run an electric cooperative; there's a lot more to it than I ever imagined."

That's the comment of Andrew Anderson, past junior board member of the Jackson Electric Cooperative at Black River Falls, Wis., typical of the reaction of the 10 young men who have served as junior directors since the Co-op instituted the program in June, 1954.

Most of these young men are now farming with their fathers, and they have already acquired firsthand knowledge of the size of the investment and the amount of good hard work involved in running a rural electric cooperative.

Other cooperatives in different sections of the country use the idea in various forms. Here's how the Jackson program works:

Each six months two board members from different districts select two junior board members who attend all regular and special board meetings and take full part in the sessions, except for voting privileges. They are encouraged to ask questions and contribute their ideas to discussions. They receive the

regular \$2 fee to defray expenses of attending meetings.

After six months, two other junior directors chosen from different districts take their places. Thus, each year four young men between 16 and 21 years of age gain a working knowledge of the problems involved in running an electric cooperative.

President Charles Nordstrom, who originally suggested the junior director program to the Board, said the Board is enthusiastic about the faithful attendance and active participation of the junior directors.

"We have tried to choose the cream of the crop", he says, "and we believe these young men are forming a nucleus of good leaders for our future. These boys have discovered that a lot of sacrifice and hard work went into the organization of the cooperative, and they realize that its continued success depends upon the future leaders having a sense of appreciation of the organization. We know that when the time comes for them to take over the reins they will be better prepared for the job through this experience."

Former junior directors attend an "alumni meeting" at Jackson Electric Cooperative. Left to right, Tom Kaufman, Jerry Eggen, Joseph Mayer, Junior Jacobson, Andrew Anderson, Wallace Woodworth, Arthur Johnson, Albert Borcherdt and Howard Nordstrom.

*Photo courtesy of Wisconsin REA News*



# WHAT'S NEW in ELECTRIC OPERATIONS?

**M**ANAGEMENT SECTION strives to help rural electric cooperatives do a more effective job at less cost. Following is a review of several current studies and tests under way to that end.



## *Electronic Office Work*

REA is maintaining liaison with and following closely the activities of two of the major manufacturers of electronic data processing equipment in the development and use of centralized billing services. For several years a central service bureau utilizing IBM equipment has provided rural electric cooperatives in the Tennessee Valley area with a centralized billing service.

The Remington-Rand Corporation, following a series of preliminary tests last year with the new Univac File Computer No. 120, has developed a program of centralized billing for REA cooperatives. The REA Billing Division of Remington-Rand's Atlanta, Ga., office will complete the first year of actual billing for a group of Georgia borrowers this June. Results are as

yet incomplete.

Electronic office machines are also capable of performing other routine repetitive jobs. The Underwood Corporation recently demonstrated a new desk-size unit designed to do payroll operations. Units of this type are smaller and less expensive and may prove capable of doing billing operations. By working with the developers and manufacturers of such equipment, REA hopes to aid in lowering office operating costs and increasing effective service to members by borrowers.

## *Restudy of Billing and Collecting Procedures*

This restudy is being made to determine the most economical methods in consumer accounting and collecting that could be used by



Providing electric borrowers with ways and means of attaining more efficient and economical operations is a continuing aim of REA's Electric Operations and Loans Division. This is the second of a series of articles on subjects under study and development by this Division.

rural electric distribution systems. Some of the questions this study should answer are: What methods are now being used by the cooperatives? What is the average cost per consumer under the various methods? What is the effect of system size upon costs and methods?

REA is using card data processing equipment to systematize and correlate the basic operating statistics and to extract the pertinent information from the data. The tremendous number of calculations and comparisons required would be impossible to complete in a reason-

able time by hand or with manually operated office machines.

#### *Measuring Operating Performance*

REA expects the new electronic data processing machines to provide the best answer to that thorny question confronting electric systems, "what should it cost to operate our system?"

A pilot test involved 93,000 mathematical cross products and summations of more than 110,000 figures, in addition to solving eight sets of simultaneous equations. This provided a formula that gives weighted values to some of the variable factors of operating cost.

First results are promising, and the study will continue with an attempt to refine and prove the formula. If the formula proves out, it will be a step nearer the answer to the question of what it should cost to operate an electric system.

**R**ETAIL RATE SECTION makes continuing studies of the factors affecting rate structures to advise borrowers on their rates. It aims to help borrowers establish rates low enough to encourage maximum use of electricity, but at the same time high enough to assure sound financial structure for the rural electric cooperatives.

### *Retail Rate Policy and Procedure*

A streamlined procedure that is expected to speed up retail rate revision studies has been developed. A "short form" study has been provided for borrowers desiring moderate rate reductions, if there seems to be no doubt of the borrower's financial ability safely to reduce revenue.

Now under preparation are revised bulletins on Retail Rate Policy and Procedure, and on Line Extension Charges.

### *Demand Charges in Farm and Residential Rates*

The need for a load factor element is emphasized by the increasing size of farm loads and the seasonal nature of electric house heating and air conditioning. REA has been studying means of designing rates that offer an attractive premium to consumers with high load factor, instead of a penalty for a poor load factor.

Inclusion of demand charges presents a complicated problem. REA continues to devote much study to the design of rates that first, avoid penalty charges on high wattage equipment with a good diversity factor and secondly, cover the cost of serving equipment that has a poor diversity factor.

### *Design of Irrigation Rates*

Progress has been made in promoting a type of irrigation rate that is acceptable to the consumer and covers the cost of serving both large and small pumps over a wide range of annual hours of pumping. The type of rate developed eliminates any separate charge per horsepower for which no kwh are included, a charge that has met

with much opposition from irrigators. The new type rate includes both an adequate minimum annual charge and a line extension plan.

### *Rate Levels Needed to Compete with Fuel Burning Appliances*

During the past year REA has been requesting information from borrowers on rate levels needed in their areas to successfully promote the use of electric cooking and water heating. The body of information obtained and the opinions of managers on the competitive situation in their areas will assist in the design of rate blocks for residential usage.

### *Studies of Cost of Supplying Electric House Heating*

REA anticipates that electric house heating may revolutionize electric distribution in many areas because of the large amount of energy involved. Rapid growth of this type of heating presents one of the most important rate problems at present.

The Retail Rate Section is urging borrowers to make adequate studies of the cost of electric house heating on their individual systems or groups of systems. Such studies will aid in advising borrowers on rates for house heating. It is particularly important for generation and transmission cooperatives to encourage such studies because of the effect of electric house heating on their annual load factors.

REA is advising borrowers with winter system peaks to be sure their rates for house heating are adequate. On the other hand, borrowers with summer peaks are advised to look into the need for reduced house heating rates in order to help balance summer peaks.

# 22 Years of

# *rural electrification*

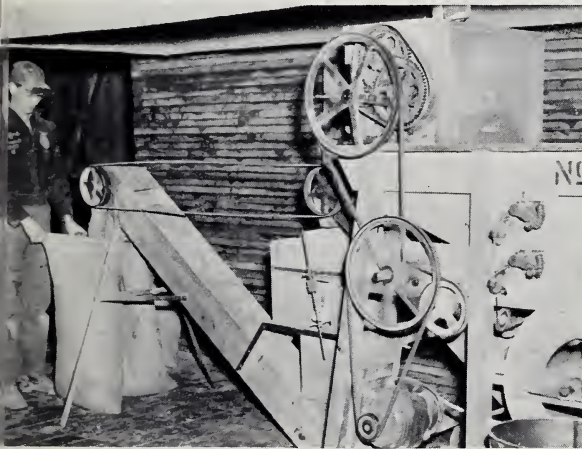
**A** NEW generation of young farmers has grown up with rural electrification. As naturally and casually as their fathers accepted a team of horses, these young people turn to electric power to perform farm work.

Typical of this new generation is Clifford Anthony, a 22-year-old farmer whose life has paralleled the growth of the REA electric program.

As Clifford and REA observe their 22nd anniversaries, RURAL LINES pays a visit to his family's farm near Punxsatawney, Pa., to record the effect of rural electric power on this young man's life. The Anthonys' work-saving power comes from the lines of the Southwest Central Rural Electric Co-op, of Indiana, Pa.



Here's Mark Anthony, Clifford's dad, when he was 22. When he talked about "horse power", he meant exactly that. Now, to him and Clifford, horsepower means the work done by electricity.



With electric power, Clifford and his dad clean, treat and bag 100 bushels of seed per hour. Old time hand labor could barely handle 15 bushels an hour. Behind cleaning machine are four 1000-bushel steel lined storage bins. Seed is conveyed electrically to and from bins.

The Anthonys designed and built in their electric shop the portable rig for this electric bench saw.

*"There is no one thing that will bring as much happiness and comfort to the farmers of the United States as will rural electrification."*—Sen. George W. Norris, 1938.





An electrically driven travelling endgate unloads this wagon of ear corn and an electric elevator carries it to top of corn crib where an electric conveyor belt takes over the job. Twelve wagons like this, and the elevator equipment, were built by Clifford and his dad in their electric shop.

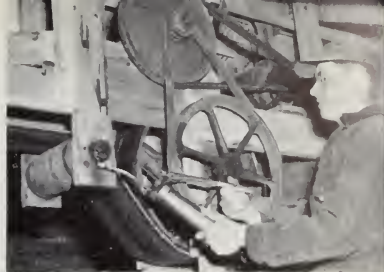
**S**INCE his graduation from high school, Clifford has worked for his father, Mark Anthony, a certified seed grower who works 450 acres of seed crops. Clifford grew up with electric power and accepts it as a natural way of life, but Mark saw electric power come in as a new and marvelous tool that has brought comfort, convenience and well-being into his family's lives. It was Mark's adaptability and ready acceptance of this new marvel that has enabled Clifford to understand and appreciate the potentials of electric farming.

Mark and Clifford are always looking for more and better applications of electric power. Here Richard Orange, Southwest Central Co-op electrification adviser, goes over their service requirements. Mark has 50 electric motors on his place, ranging from 1/12 hp to 7½ hp. During 1956 he averaged 2500 kwh per month for farm and home.



Electric bag closer (top) zips thread through sack in seconds. Below, grandson Timmy watches disdainfully while Mark Anthony shows old way of sewing bag by hand. In average year the Anthonys produce 10,000 bushels of certified oat seed, 5000 bushels hybrid corn, 2500 bushels of wheat, 800 bushels of barley, plus 15,000 bushels of feed corn. "We could never produce and handle this volume without electric power", say Mark and Clifford.

Clifford throws switch to start 7½ hp motor on heated air dryer. This drying building was built by Clifford and his father. Next project on their books is an electric conveyor belt to carry seed from drying building to storage bins.

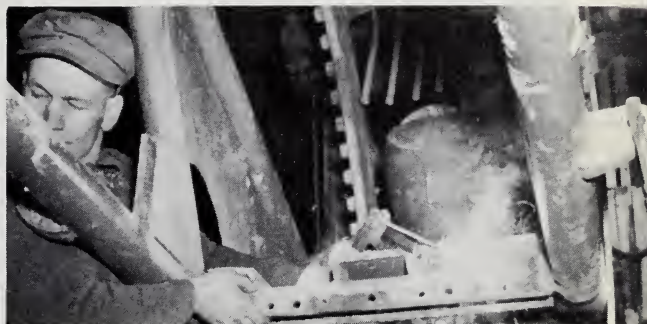


Here's the power end of the conveyor belt that stores 100 bushels of ear corn in five minutes. The 130-foot crib holds 17,000 bushels of ear corn. Only manual work required is to adjust gates that guide corn into separate bins.



Electric power in the shop, plus plenty of ingenuity and know-how, enables Mark and Clifford to be pretty nearly self sufficient. Here they are putting a new digging wheel on the ditcher.

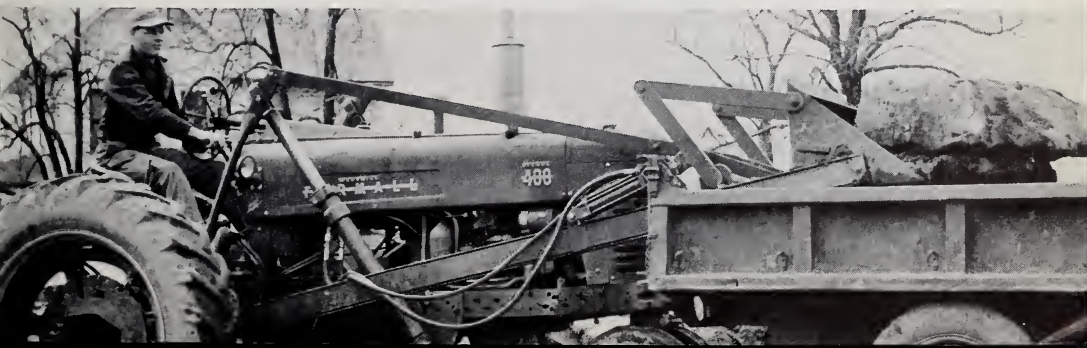
Electric welding equipment means they save time and money on repairs.



Electric elevator loads a wagon with feed corn. The Anthony's do a brisk business selling field corn for feed.



Another home project is this high lift, designed and built by Clifford and his father in their all-electric shop. Here Clifford shows the easy way to remove large rocks.



*"While electricity on the farm is sometimes thought of as merely a source of better lighting, the possibilities it offers for saving labor and increasing net income are almost endless."*  
—1937 Report of REA.



Electric power has changed and brightened the lives of three generations. Mark Anthony and Clifford are using electricity extensively in their successful farming. Young Timmy can look forward to even greater wonders during the next 22 years.



Electricity has moved into Timmy just takes the new granted, as his father did r





Clifford adjusts pressure on the water system pump. "I don't see how farmers ever got along without electric power", he says.

*"The wise use of electricity in agriculture should lower cost of production, improve quality of produce, lighten the labor of farm people, and make possible more comfortable living on the farm."*—National Resources Board, 1937.



Anthony home, too.  
er of television for

**C**LIFFORD is the oldest of 10 Anthony children. Four years ago he married his high school sweetheart, the former Peggy Steele. Now they have a family of their own—3-year old Sarah Ann and Timmy, 18 months. Clifford still works for his father, but last May when he became 21, he bought a nearby farm and is gradually modernizing the house. Among his own electrical conveniences are an electric range, water heater, pressure water system, refrigeration, and numerous small appliances.



"There's no work to it", says Mrs. Clifford Anthony as she removes laundry from the electric dryer. Sarah Ann and Timmy think it's easy, too.

The electric freezer makes it economical for Mrs. Anthony to keep a good stock of food on hand for her family.





Clifford has been in the broiler business since his high school days, feeding and caring for the birds under the Pennsylvania Farm Bureau's incentive plan. He installed the automatic watering system while still in school. Recently he bought and installed an electric ventilating fan in the broiler house. "That was the best investment I ever made", he says.

**C**LIFFORD is a young man who knows what he wants, and has pretty definite ideas about how he's going to get it. He intends to make his living raising poultry, and is already working towards that goal. "You've got to raise poultry on a big scale to make out", he says. "And the only way a man can operate on a big scale is to do everything electrically. I'll use electricity for grinding and mixing feed, watering, feeding, heating, lighting and ventilating."

Clifford and Peggy think life is pretty swell. They have got off to a good start and look forward to a long and happy life. Rural electrification has an important role both in their happy past and in their hopeful future.

Clifford demonstrates the electric chicken picker he made in high school. He was president of his high school FFA in his senior year, vice-president for two terms before that.



***"If the farmer is going to stay in business he must be efficient. For this reason I believe the large farm and the successful farmer will progressively increase his use of electric power."***  
**—REA Administrator David A. Hamil, 1957.**

# POWER USE EXCHANGE



Power use advisers of **Park Electric Cooperative**, Livingston, and **Yellowstone Valley Electric Cooperative**, Huntley, conducted workshop sessions at the week-long gathering of 4-H electric leaders at Montana State College recently. Each workshop was three and one-half hours long and was presented four times so that all students could attend. One workshop program covered wiring, the other electric motors.

When **Nyman Electric Cooperative** recently held its annual meeting at Stanton, Iowa, a group of appliance dealers were among the guests. They were introduced to the members by the power use adviser as the dealers who are co-operating in promoting the sale and use of electric appliances. They were given a large space in the meeting hall to set up an appliance display for members' inspection.

Forty-one member cooperatives of the Georgia statewide association contributed \$12,500 for improvements and expansion of the FFA FHA Camp at Lake Jackson. About 5000 boys and girls use the camp each year for a joint recreational and leadership training program.

The *South Dakota High-Liner* is publishing monthly suggestions from rural electric members of the State about new, useful or unusual uses of electricity. Writer of each published entry receives one dollar, winning entry each month receives a small appliance prize, plus right to compete later with other monthly winners for 21-inch television set. Contest is sponsored by the *High-Liner*, the **East River Electric Power Cooperative** and the L. C. Lippert Company.

Cattle raiser Gilbert Bryant, member of the **Scott-New Madrid-Mississippi Cooperative**, Sikeston, Mo., has installed a 5 hp mechanical silo unloader to feed his 45 head of cattle. He told the *Rural Electric Missourian* that instead of spending a half-hour or more in the silo, he now pushes a button and the cattle are fed in 12 to 15 minutes. Cost of electricity to operate the silo unloader and a mechanical feeder is about \$2 per month, he says.

A half-million dollar market for electrical appliances is in prospect in the area served by **P.K.M. Electric Cooperative**, Warren, Minn., if members' buying intentions can be converted into action. A recent survey shows that the most sought after item will be electric

clothes dryers, closely followed by sewage disposal systems. Next in order are farm freezers, electric water heaters, pressure water systems, TV sets and electric ranges.

Students of 10 Iowa high schools recently enjoyed the "House of Magic Shows", jointly sponsored by O'Brien County REC, Primghar, and the Northwest Iowa Power Cooperative. The show staged by the co-op power use adviser and a NIPCO representative, consists of spectacular stunts with electricity, then demonstration of a practical application of each stunt.

The Southern Maryland Electric Cooperative, Hughesville, built a number of electric chick brooders and turned them over to the assistant county agents in the service area. The latter use them for demonstrations before 4-H and FFA clubs.

A series of water systems meetings has been set up by Central Rural Electric Cooperative, Stillwater, Okla., to be held in communities throughout its eight-county service area. Drillers, distributors and dealers take part, as well as technicians of state and county agencies. The meetings stress the advantage of water systems, and outline means of financing installations.

Whitley County Rural Electric Membership Corporation, Columbia City, Ind., has instituted a service known as "Safe Guard Lighting". It's a yard light controlled by a photo-electric switch. When a pole is available, total

charge for fixture, installation and maintenance, changing of bulbs and all electricity needed is \$3 per month to members. When more than one light is needed, additional fixtures cost \$2.75 per month. Poles, if needed, are set at cost.

A series of 10 community meetings was recently completed by the San Isabel Electric Association, Pueblo, Colo., where consumer-members and co-op officials met to exchange ideas. The gatherings closed with slide films and talks on farm and home lighting, giving the co-op the opportunity to get in a power use word with more than 500 members.

Grand Electric Cooperative, Bison, S. Dak., is presenting copies of an electrical textbook to all the vocational agriculture students in the co-op's service area. The textbook was written and published by the South Dakota Rural Electrical Association, representing about four years of work.

### **New REA Motion Picture Ready For Distribution**

"New Look At Electric Farming", REA's new 16 mm film in sound and color is ready for distribution to borrowers who request it. The 10-minute picture, showing electric applications on farms and in rural homes, concludes with a statement by REA Administrator David A. Hamil.

The film is available on a loan basis without charge for single showings. A print may be purchased for \$39.46. Requests should be addressed to Motion Picture Services, U. S. Department of Agriculture, Washington 25, D. C.

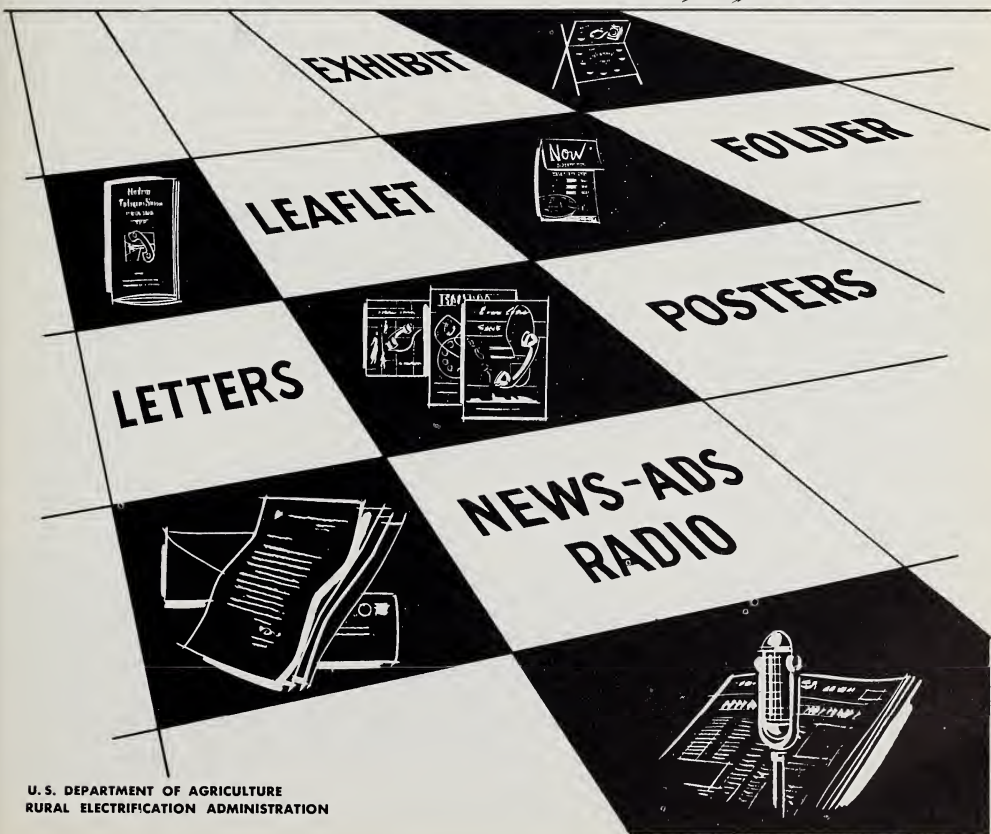
# Rural Lines

REA has developed a new six-step promotion plan especially designed for borrowers who need a plan their own staffs can handle. Your REA telephone field representative will tell you how to obtain the packet, "Selling Telephone Service." See page 18 for photo story on "Putting the Packet to Work."



## Selling Telephone Service

### A 6-STEP PROMOTION PLAN





In the office of the Hardy Telephone Company, Herman Kroger, REA field representative, explains the new telephone promotion packet. Left to right are: President Van Mathias, Treasurer R. L. Baker, Kroger, and S. L. Dodd, county agent for 27 years. Dodd, now retired, helped arrange the first meeting of the cooperative to bring telephone service to farm families and other rural people in the area.

## Putting the Packet to Work

**F**IRST REA borrower to try out "Selling Telephone Service" is the Hardy Telephone Company, Moorefield, W. Va. The pictures on these pages show how Field Representative Herman Kroger, officials of the telephone cooperative and citizens of the rural community worked together in planning cutover publicity.

The new REA promotional packet offers, clearly and concisely, a campaign built around the use of an exhibit, posters, leaflets, letters to existing subscribers, and newspaper and radio publicity. The total cost may be kept under \$100, by using materials furnished by REA.

The field representative will show you how to use the new sales aids to sign up subscribers, sell stock, collect equity payments, prepare for cutover celebrations, or launch a campaign for extension phones, colored sets, toll business, yard gongs, and other revenue raisers.

**Build your selling campaign around a telephone exhibit. The promotional packet shows how to build your own—or get one from REA...**



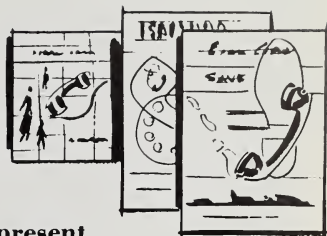
**Get from REA a supply of folders. They have space for a sales message and the name of your system . . .**





Prepare a leaflet of your own to tell your story to prospective subscribers...

Brighten up your campaign with five new posters prepared by REA. They have space for your name...



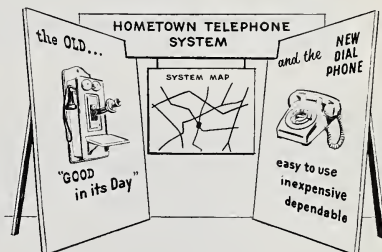
Get the help of your present subscribers through a letter from the system president...



Discuss your sales campaign with your local newspaper editor and radio station manager.



## EXHIBITS



Step One was easy. Here is the REA exhibit on display in the office window on the main street of Moorefield, W. Va.





Posters supplied by REA are Step Four in the promotional packet tried out by the West Virginia cooperative.

## POSTERS

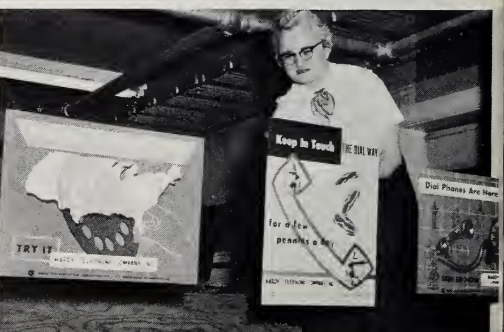


These new telephones are going to increase the business of merchants like Stanley See, who owns the combination grocery store and service station in the rural community of Mathias, W. Va.



High school students like extension phones, so the high school bulletin board is a logical place for this poster, with the approval of the principal.

"The posters attract attention wherever the system truck goes," says President Mathias, as he puts a new one in place.



Mrs. Ruth Belt, bookkeeper for the Hardy Telephone Co., placed several of the bright posters supplied by REA in the office window. Name of the system has been lettered into the space provided.

## RADIO



Many rural communities are fortunate in having a local radio station. WELD is a new station serving the farm area in which the Hardy Telephone Co. is located. Photo in the upper right shows station manager Kimberly Johnson (left) discussing broadcasting schedules with telephone co-op officials. In the photo above, Alice Gallaher looks over script for a spot announcement about telephone service.

## NEWS - ADS

Newspaper publicity is one of the Six Steps in Selling Telephone Service. Ralph Fisher is editor and publisher of the Moorefield Examiner, which has served this West Virginia farming area since 1845. Editor Fisher (standing left) discusses advertising rates with officials of the telephone cooperative. Some newspapers publish special editions for cutover celebrations.



## REA Telephone Advisors Discuss Change in Loan Requirements

At a meeting in Washington, D. C., at the end of March REA's telephone advisory committee discussed proposed changes in requirements for rural telephone loans.

In its report to Administrator David A. Hamil, the advisory group said that the changes that were discussed probably "will expedite the extension of telephone service in rural areas while strengthening loan security for the government."

(A new loan security policy was approved by Administrator Hamil on April 18 and copies mailed borrowers on April 24. Extra copies may be obtained by writing REA.)

The advisory committee again by majority vote asked REA to re-examine its requirement that competitive bids be obtained on central office equipment. Proponents of this change urged that this be made optional instead of mandatory.

A subcommittee appointed last fall to study costs of engineering requested REA to advise applicants for loans to assign their own personnel, where practical, to work under supervision of the consulting engineer. The advisory group concurred in the subcommittee's findings. Its report emphasized that loan applicants and borrowers can economize by more careful scheduling of engineering and construction work.

The telephone advisors called to the attention of the administrator the importance of attendance by REA Washington personnel at meetings of telephone associations and borrowers' groups, and asked him to reconsider recent limitations on such attendance. At the same time, the group recognized the need of better scheduling of meetings at which REA personnel might be of service.

REA Administrator David A. Hamil, right, listens to a discussion by three members of the telephone advisory committee. Seated, left to right, are Riggs Shepperd, manager of the Southwest Texas Telephone Cooperative, Hondo, Tex., and president of the National Telephone Cooperative Association; Orla L. Moody, staff engineer, American Telephone and Telegraph Company, New York; and William C. Henry, president of the Northern Ohio Telephone Company, Bellevue, Ohio, and chairman of the Small Company Committee of the United States Independent Telephone Assn.



The advisory group is composed of 17 representatives of independent commercial and cooperative systems and the Bell system.

Members are Orla L. Moody, staff engineer, American Telephone & Telegraph Co., New York, representing the Bell systems; William C. Henry, president, Northern Ohio Telephone Co., Bellevue, Ohio, for the U. S. Independent Telephone Association; Riggs Shepperd, manager, Southwest Texas Telephone Cooperative, Hondo, Tex., for the National Telephone Cooperative Association.

John Birchmore, president, Comer Telephone Company, Comer, Ga.; Roy C. Boecher, manager, Pioneer Telephone Cooperative, Kingfisher, Okla.; Donald H. Brooks, manager, West River Mutual Aid Corporation, Hazen, N. Dak.; Daniel B. Corman, general manager, South Central Rural Telephone Co-

operative, Glasgow, Ky.; Richard D. Crowe, manager, Dos Palos Telephone Company, Dos Palos, Calif.; Harold C. Ebaugh, manager, Triangle Telephone Association, Havre, Mont.; Harold L. Ericson, president, Minnesota Central Telephone Company, Hector, Minn.; Fred R. Harris, president, Southern Telephone Company, Jackson, Mich.; Edward D. Hildreth, manager, DeKalb Telephone Cooperative, Alexandria, Tenn.; Kenneth A. Knudsen, manager, Dakota Cooperative Telephone Company, Irene, S. Dak.; S. A. Lane, president, Western Arkansas Telephone Company, Russellville, Ark.; Joe Roberts, president, Inter-County Telephone Company, Gallatin, Mo.; Dean Searls, manager, Adams Telephone Cooperative, Camp Point, Ill., Herbert H. Welsh, president, Northern Kansas Telephone Company, Mortonville, Kans.

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## **REA Telephone Borrowers Tying Into Direct Distance Dialing Network**

First telephone borrower to report to REA headquarters that its subscribers can now dial their own long distance calls on a nationwide basis is the Wabash Telephone Cooperative, Inc., Louisville, Ill.

Manager Vaughn Brown reported that fact recently simply by dialing direct to Washington, D. C., from his Louisville office for a telephone conference with William P. Riley, head of Section 4, REA Telephone Operations and Loans Division.

A number of other REA borrowers have made provision for the future installation of equipment to

tie into the nationwide direct distance dialing network. Other borrowers have had direct distance dial service on a more limited scale for some time. On these systems subscribers can make their own toll calls to nearby points without operator service, with automatic toll ticketing equipment recording the calls for customer billing.

Wabash Telephone Cooperative has issued a special long distance dialing instruction folder to teach subscribers how to use the new service and to stimulate toll business. A section on long distance dialing is also included in the system's new telephone directory.

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